

The Value of Vision

Association of Science - Technology Centers

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“If you don’t know where you are going, you’ll probably end up somewhere else”

- Anonymous

What is a vision?

A vision is a compelling image of a realistic, credible and attractive future that points the way for all who need to understand what the organization is and where it intends to go. It should clarify purpose and direction, inspire enthusiasm, and be ambitious enough to attract renewed interest and fresh investments.

“I always wanted to be somebody...

...I should have been more specific”

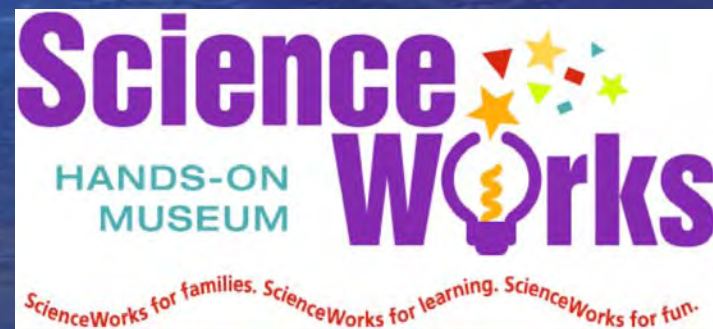
- Lily Tomlin

Appropriate visions:

- **Fit** the organization's history, culture and values
- Reflect **standards of excellence** and are idealistic
- **Clarify purpose and direction**
- **Inspire enthusiasm**, build commitment and unite individuals
- Are **well articulated** and easily understood
- **Reflect the uniqueness** of the organization, its distinctive competence, what it stands for, and what it is able to achieve
- Are **ambitious**, representing undisputed progress

The Value of Vision

Chris Wallace Hostetler
ScienceWorks Hands-On Museum
Ashland, Oregon





ASTC Presentation

The Value of Vision



OUR MISSION

To inspire wonder and stimulate creative exploration through fun interactive science and the arts.

www.scienceworksmuseum.org

Science 
HANDS-ON MUSEUM **Works**



OUR VISION (in development)

- To be Southern Oregon's public center for inquiry and innovation, where residents and visitors of all ages engage in, understand, and appreciate science and the arts.

www.scienceworksmuseum.org

Science 
HANDS-ON MUSEUM **Works**



OUR PROCESS

- First Five Years “We Can Do IT!” mentality.
- Historically visioning has been an ED/Board function.
- Current opportunities and challenges require a different process.

www.scienceworksmuseum.org





NOW WE ARE

- Engaging community leaders in strategic planning forums
- Involving Community Leaders and Constituents
- Re-engaging staff by creating management team to provide framework for next strategic plan.
- Using outside consultants to provide perspective and expertise.

www.scienceworksmuseum.org

Science 
HANDS-ON MUSEUM **Works**



What Our Vision Process Has Revealed

- Understanding who we are: Organizational “DNA”
- Managing Growth and Change/Change Management
- Re-engaging Community, Board and Staff
- Setting our Priorities and Goals for the next Five Years

www.scienceworksmuseum.org

Science 
HANDS-ON MUSEUM **Works**



What Will Success Look Like?

www.scienceworksmuseum.org

Science
HANDS-ON
MUSEUM
Works

The Value of Vision

Ron Rohovit
California Science Center
Amgen Center for Science Learning





25 Year Master Plan

Starting in 1988, a three-phase Master Plan was created to meet the Science Center's vision and mission by presenting:

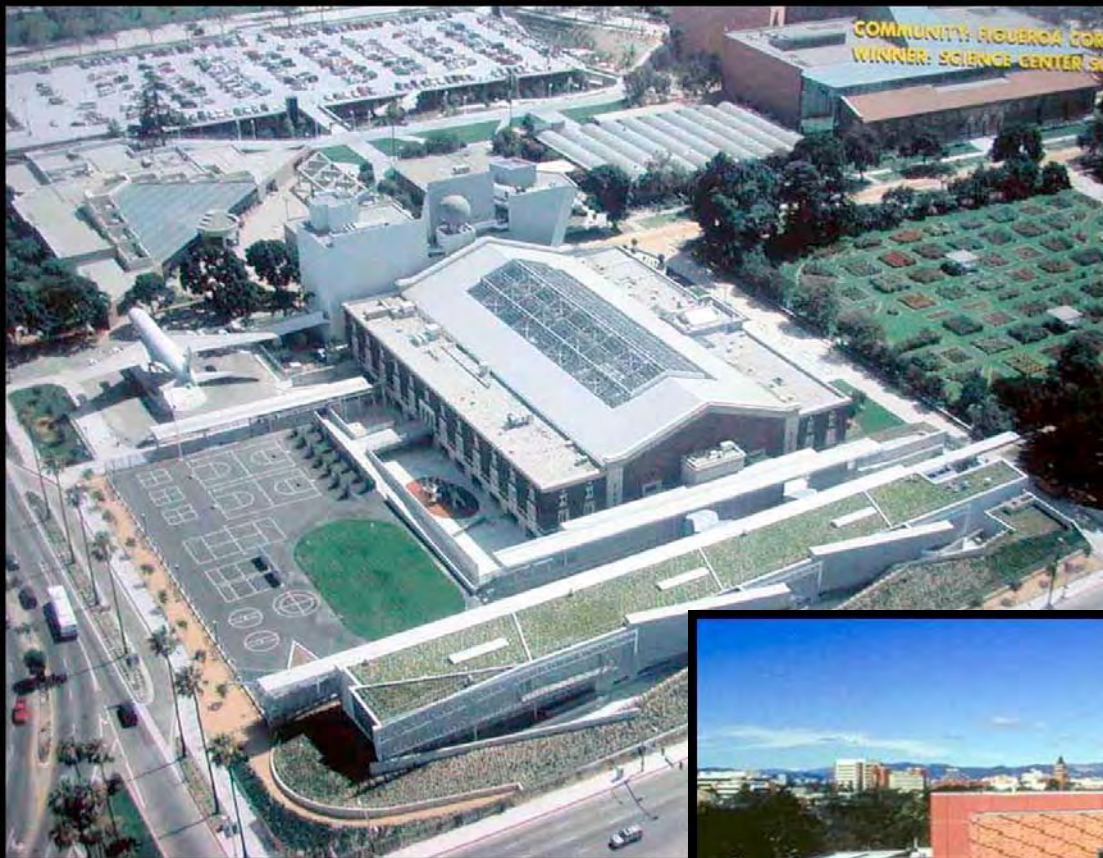
- a holistic view of the scientific world, as well as
- a holistic approach to science education.

and the Master Plan was organized around:

- A major science center with four thematic exhibit galleries,
- A science-focused neighborhood elementary school, &
- A teacher professional development center



California Science Center Facilities





Science Education

A holistic approach to science education that is accomplished by developing **communities of learners** here & beyond that have an expanded range of programs, services & partnerships that includes:

- Public, community & school programs;
- School, community & parent professional development; &
- K - 5 neighborhood elementary school with a science-focused curriculum that serves as a model & laboratory.



Vision Planning Process

From 2000 - 2003

- School planning meetings
- Analysis of the local community & school needs
- Focus group meetings
- SWOT analysis
- Critical factors for success

This information guided the development of:

- Science Center School Vision, Mission, Charter & Lease Agreement



Science Center School Vision Statement

By the year 2010, the Science Center School will be a national model in elementary education through the innovative use of science, mathematics and technology as the foundation for a rigorous and exciting multidisciplinary learning experience for kindergarten through 5th grade students.



Science Center School Vision

Success as defined by the vision will be achieved through:

- Drawing on the dynamic partnership between the California Science Center, the Los Angeles Unified School District, the University of Southern California and other Exposition Park entities
- Maintaining strong and effective leadership, along with dedicated and highly-trained teachers and staff
- Establishing school operations and instructional practices that value diverse learning styles and provide rich experiences for all learners
- Modeling collaborative engagement of parents, teachers, and professional staff from the school's partner organizations



Science Center School Vision

- Designing and implementing an innovative, learner-centered curriculum based on current research and National Education Standards
- Researching, developing and advancing best practices for engaging students and parents, training teachers and promoting educational excellence and innovation
- Effectively integrating a wide range of resources through the adjacent Amgen Center for Science Learning

What's the Value?

The value is that the vision:

- Keeps everyone focused & true
- Promotes collaborations & partnerships
- Ensures effective use of resources
- Drives the organizational chart
- Promotes leadership roles & diminishes the need for micro-management

It's essential for success.



The Value of Vision

Linda Abraham-Silver
The Great Lakes Science Center
Cleveland, Ohio



Vision Statement - GLSC

By 2010, the Great Lakes Science Center will be Ohio's premier informal science learning resource with a growing national reputation for innovation and leadership in the field.

The Great Lakes Science Center will be recognized regionally and nationally as...

The champion for increasing public engagement in authentic science experiences, serving as the recognized intermediary for public access to, and first-hand engagement with, relevant, cutting-edge science and technology in the region;

A leader and active catalyst for effective collaboration with science and education-focused nonprofit organizations, regional economic development, and civic pride.

Key Considerations: Responsive to Cleveland's Communities

- The champion for increasing **public engagement** in **authentic science experiences**, serving as the **recognized intermediary** for public access to, and **first-hand engagement** with, **relevant, cutting-edge** science and technology in the **region**.
- A leader and active catalyst for **effective collaboration** with science and education-focused nonprofit organizations, **regional economic development**, and **civic pride**.

Living the Vision:

Guiding Principles for Realizing the Vision

In fulfilling this vision, the Great Lakes Science Center will be:

- A trusted teaching and learning resource for diverse audiences of all ages, with special emphasis on schools, youth and families;
- An active agent for improving science learning in the region as well as increasing the number of individuals, especially women and minorities, choosing to pursue science and technology careers;
- The inspiration and informational clearinghouse for educating the public about the connections between science, technology, entrepreneurship, and regional economic development;
- A model learning organization actively supporting learning communities with a range of educational programs, products and services;
- The creative developer of interactive exhibits, displays, demonstrations and events that stimulate public interest in science and technology and serve as invitations for further engagement and exploration;
- A dynamic regional attraction with increasing attendance at the North Coast Harbor facility as well as significant community and school presence through regional outreach;
- A strong business enterprise, supporting a culture of teamwork, customer responsiveness, strategic action and continuous improvement.

Value of the Vision

Mid-Term Outcomes

- Increased Board participation and recruitment of new Trustees
- Re-engagement of the Foundation Community
- Higher visibility and increased community awareness
- Increased corporate support



Linda Abraham-Silver, EdD
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Great Lakes Science Center

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The Value of Vision

Bryce Seidl
Pacific Science Center
Seattle, WA



Why Do the Front End Work?

- To ensure the internal perception is in line with community needs – **what is our relevance to the community?**
- To understand the **demographics of** a changing **community**
- To **build** enthusiastic **support for our future**

Vision

The Pacific Science Center will be the premier Northwest destination for personal exploration of science, inspiring curiosity and igniting wonder among people of all ages and stages in life. The Center will be a window into cutting-edge research and technology, empowering people with an essential scientific understanding of the issues and economies that shape their lives and their futures.

Vision (continued)

What we will look like in the future:

- The Pacific Science Center enterprise actively promotes broad public engagement in science and energizes regional economic development related to science and technology.
- Every day Pacific Science Center actively engages children and families in scientific exploration and discovery, effectively reaching out to the diverse audiences of the region in comprehensive and sustainable ways.
- As the preeminent champion for science, technology engineering and math (STEM) education, we work as a partner with the State of Washington to continually improve STEM teaching and learning in every school district in Washington.
- We are a highly dynamic, and accessible, public portal to the exciting scientific discoveries and technological developments being made by Washington-based researchers and technologists and their collaborators around the globe.
- Actively addressing issues of science and society, we provide Washington citizens, scientists and policy makers with innovative opportunities for rich dialogue and debate on current and emerging science topics relevant to their lives in the Pacific Northwest and as citizens of the world.

An Echo and Affirmation

An excerpt from Dixy Lee Ray's 1962 vision for Pacific Science Center:

“...to concentrate on science **per se**. It should enrich the life of the community. It should amuse, beguile, stimulate, inspire, and inform. It should compliment and supplement the interests and scientific resources of this area. “Its purpose should be to make...all of the people of the Pacific Northwest scientifically the most literate of any segment of the country.”

Contributors to Vision Development

- **Focus Groups**
 - **Surveys**
 - **Strategic Discussions**
 - **Staff and Volunteers**
- **Board Planning Committee discussions**
 - **Our Consulting Team**

Blueprint for the Future

As a guide, the Vision helps us to:

- **Prioritize**
- **Provide stimulus for honest discussion and appraisal**
- **Expand the scope and impact of programming**
- **Stay relevant to the community**

Creating a Vision? Some Advice...

- **RESPECT** and **VALUE** the **PROCESS**.
- **APPRECIATE NEW CONVERSATIONS** and **THINKING**
 - **MAKE IT ORGANIC**
 - **BE PATIENT**
 - **DEVELOP OWNERSHIP**

Value of Vision

- Agreement

- Anchor

- Energizer/Motivator

- Affirmation

The Value of Vision

Presentation Slides Available at:

www.davidheil.com

“Happenings”